

Cottonwood Heights Arts Council Meeting

June 7, 2017

6:00pm – 7:30pm – City Building

Scribe: Jannalee Hunsaker

Attendance: Courtnie, Jannalee, Becky, Mike, Felicia, Jenn

Excused: Bill, Sheila, Elise, Char, Kim



Member	Agenda Item	Discussion	Action Items – Assignments
Becky	Roll Call	Approval of Minutes – Motion approved.	
Becky	Message from Chair	The first to apologize is the bravest, the first to forgive is the strongest and the first to forget is the happiest. – <i>Zig Ziglar</i> . No matter what we do, there will always be challenges to overcome and it's how we act or react to adversity that makes us stronger, more compassionate people.	
	Pole Art	<p>Discussion – submitted art This art submissions for this year are less than ideal for what we had envisioned for this project. No one on the council agrees that one of the pieces at this point is worthy of the \$1000 prize.</p> <p>Kim is working with Brian to see if there are still options to get other artists interested in painting a pole.</p> <p>NEW IDEA – Felicia suggested to have an “arts council pole” and have the art digitally created and have it printed on a “wrap” like what is used on vehicles, buses, buildings.</p> <p>Down side to the wrap is that it would possibly get vandalized, ripped, torn and it couldn't be fixed. Same concern with painted art and vandalism.</p> <p>Would be less prep using wraps...but you wouldn't want any rust under a wrap.</p> <p>The risk is mitigated of what the final art would be because it would be digitally presented and approved before it's printed.</p> <p>We could off artists a template that they would design.</p>	<p>Need to get measurements of the poles to research costs involved with Wraps.</p> <p>Pick a pole for the Arts Council in a high traffic area.</p> <p>Council members drive down Fort Union and identify a good pole.</p> <p>Take a picture and send it to Kim and Becky.</p> <p>Courtnie will research costs and get an estimate on what a wrap would cost and report back to the council.</p> <p>Felicia will design the Arts Council Wrap!!</p>
	Alcohol at events	<p>Vote outcome from council members in attendance at meeting is not to persue events that offer alcohol.</p> <p>Mike reported that city leaders were not in favor of having alcohol in parks where children are. City also did their due diligence to research what other cities do, and most all other cities do not sell alcohol at city sponsored events. Holiday has one event they do.</p>	

		<p>If a city sponsored event, which the arts council is, offers alcohol, it puts too much at risk if anything happened. The city would be liable and the cost would be tremendous to the city.</p> <p>We feel that we can still promote events that will draw the 30+ demographic of the city.</p> <ul style="list-style-type: none"> - We can explore options of bring your own and not serve it. - We focus on the quality of the event, music, setting etc and not worry about the alcohol aspect, advertise BYOB. - Explore music options and ways to hold monthly summer concert series. - Seek out local sponsors to help with summer series. - Sell tickets. - Will need to start a marketing plan as soon as possible with this project to get it organized and ready for 2018. 	<p>This would be something we plan out for 2018.</p> <p>We need to work on sponsors now so that we have funds to pull off an amazing concert series.</p>
	Annie Tickets	<p>Annie Update: Intermission Sales: Cookies, Bread, Necklaces Tickets: Cast receive 2 comp tickets to opening night Cast can pre-sell tickets for \$10 For every 10 tickets sold they get 1 more comp ticket for opening night. Butlerville Days booth - \$1.00 off for up to 4 tickets if purchased at the booth. Tickets can be purchased online or at the city offices prior to show:</p> <ul style="list-style-type: none"> - \$10 adult (12 years old or up) - \$8 child (3-11) - \$8 Senior (65 and up) <p>Tickets at the door prices</p> <ul style="list-style-type: none"> - \$12 adult (12 years old and up) - \$10 child (3-11) - \$10 Senior (65 and up) <p>Monday night ONLY – Family ticket package (up to 8 tickets – 2 adults and up to 5 kids) \$45.00</p> <p>Monday Night Show Draw - Miriam, step son has truck. Having his corn dog truck with a snowie vendor. We have contacts for the Corn dog and snowie – we’d need to make sure to advertise the night that food will be available. Jennifer – ask friend Matt about providing Snowie on Monday 31st. Miriam, ask if your son could come with his truck on the 31st.</p> <p>Marketing Needs – Banners, Billboards, T-shirts, parade flyers, flyers in local businesses.</p>	<p>Ticket poster to hand out to cast and to put on website / social media.</p> <p>Coupon idea to put on social media with a coupon code to use.</p> <p>Idea to hand out at Parade and Booth – small waters with Annie promotion label on water bottle.</p> <p>Need flyers to hand out at parade.</p> <p>Need Banner at booth and walk with in Parade. Kim – ask Ann what the size of the booth is. Need booth size to know what banner size to make. The whole back of the booth would be an Annie Advertisement! People could have their picture taken with Annie or a cast member. Becky - Ask Zurchers if they would print banner for free – donation to Arts Council – Market their name on Playbill and at the booth. Have a sponsor poster with sponsor names on it if they contribute.</p>

		<p>No assigned seats – general admissions. Make sure all marketing for “WHERE” Annie will be held is the Cottonwood Theater and not Butler Middle School.</p> <p>Parade – Need flatbed trailer and someone to build/decorate float. Truck to pull it. Set people. Ask around to people in community if they would be willing to provide trailer and or help with design. All Council members – ask around if anyone you know has a trailer we can use for the parade.</p>	<p>We need to sell tickets at the booth for a \$1.00 off that day. Four Square will work without wifi. Tickets would be emailed to partron.</p> <p>Council members need to sign up to help be in the booth from noon to evening.</p> <p>Bill & Sheila – please coordinate volunteers from the council to be in the booth to sell tickets.</p>
	Future Musicals	<p>Council members in attendance voted on musicals for 2018, 2019 & 2020. Voting Outcome is: 2018 : Sound of Music 2019: Joseph 2020: Mary Poppins</p>	<p>2018 Musical will be announced/printed in the Annie Playbill which is set to print early July.</p>
	New Logo	<p>Vote on New Logo Decide about where to use new logo</p> <ul style="list-style-type: none"> - Business cards for members - Apparel - Website Social Media - Other? <p>Use on flyers or handouts at Butlerville days</p> <p>Need to order Cards, apparel to have for Butlerville days and Annie.</p>	<p>Council agreed to leave the logo with just Cottonwood Heights Arts Council. Remove the tag line with the actual logo and just use it in partnership with the logo as the occasion arises.</p> <p>Council recommendation is to have a white and black background logo. For the white logo, remove the outside black line and have text float. For the black, keep in box. Having the white background logo may require the dark text as well as white text if we plan to use the logo on dark surfaces, either in print or on apparel. Courtne will revise and send out to council.</p> <p>Nice work Courtne!</p> <p>Revisit the tag line later now that the tag line has a different purpose. Come up with another line that is meaningful to what and who we are.</p>

	Update Upcoming Events (90 days)	<p>Pole Project – on hold</p> <p>Art Display at City - ongoing</p> <p>Chalk Art at Butlerville Days – Volunteers needed.</p> <p>Booth at Butlerville Days – Volunteers needed.</p> <p>Summer Concert – August 18th. Cancelled – Council feels we can't pull this together in time to be successful. And, it's too hot to have an outdoor concert.</p>	<p>We will need many council members to help all day long.</p> <p>Chalk Art starts at 8:00am.</p> <p>Booth time – 12:00 – 6:00pm.</p> <p>Bill & Sheila Please coordinate volunteer times.</p>
Becky	July Newsletter	<p>What do we want in the July Newsletter?</p> <ul style="list-style-type: none"> • Annie pictures, dates of show • Upcoming Events – 30-60 days • Ongoing art gallery at city building • Chalk Art at Butlerville days Booth • Pole Art Voting?? Visit the Booth at Butlerville days to vote for the power pole contest. Will the pole art be done in time to do this? <p>Can we please add to follow us on FB, Instagram and Twitter on our Arts Page in the Newsletter?</p> <p>Need submission by June 8th- Dan moved deadline because of vacation. We missed the deadline.</p>	<p>Dan moved the deadline for the newsletter up so we missed his deadline. Was there communication sent out in regards to this where we could have possibly sent in some of the things we needed in the newsletter???</p> <p>We could have sent him information to meet the new deadline had the council been informed prior?</p> <p>Mike and Kim, can we ask that the council or at least Kim be notified a week in advance if the newsletter deadline is moved again?</p>
Becky	Graphic needs for upcoming events	Annie Musical - DONE	<p>Name of event:</p> <p>Date:</p> <p>Time:</p> <p>Location:</p> <p>Support copy:</p> <p>Logos: Arts Council, ZAP</p> <p>Size: Social Media, banners,</p> <p>(Dates in bigger font – no times)</p>
Becky Char	Sponsorship	<p>Update on sponsorship – What was the outcome of the Marketing Meeting?</p> <p>How can we build partners with the community?</p> <p>Business list from Kim – can you connect with anyone?</p> <p>Give 20 tickets for ANNIE to companies for a \$300 donation.</p>	No Discussion
Becky	Volunteer Needs Sheila/Bill	<p>Volunteers are needed for upcoming events:</p> <ul style="list-style-type: none"> - Butlerville days booth - Annie marketing - Annie Show Dates <p>How can we better utilize “Just Serve” to bring in more volunteers for our upcoming needs?</p>	
Becky	Website	<p>Website enhancements – What do we want our website to do for us? What does our wish list look like?</p> <p>Do we want a separate website off the city site?</p>	<p>We need to have another planning meeting that will outline what we want the website to do how we want it to work. Plan in</p>

		<p>Having it have the .gov is a plus...but the current website is not well maintained with zero creativity. Mike is helping to support this need with city officials. Need to propose a website manager for content management. Jannalee is willing to build and manage new website if this is the direction we go. Need to have a special meeting for planning of website needs.</p> <p>Explore options for domain name. Other city domains are: Saltlakearts.org Tampaarts.org Oregonartscommission.org Wichitaarts.com Lvartscouncil.org (Lehigh Valley) Artscouncilnapavalley.org</p>	<p>September just to discuss what the website should be. We need this to be a source of creativity and information that represents what WE feel , as a council, what the Arts are about in our community. We will outline what we want and take it to the current manager. Propose what we need and want, and if he is unable to support it, we move forward building our own. Explore options for what we would want our domain name to be. .org, .net, .com. or all three.</p>
Becky	2017 Events	<p>ALL EVENTS NEED TO BE ON OUR WEBSITE. All events are on a graphic that is on our social media sites.</p> <ul style="list-style-type: none"> - Chalk art at Butlerville days – July 22nd (Char) - Community Musical – Annie – July –Aug (Kim Becky Jannalee) - Children’s Play Project Drama – October (Elise) - Ongoing Art Gallery in city building – Spring/Summer/Fall (Felicia) - Art Show – September / Reception Sept 21st. (Felicia) - Christmas Concert – Joshua Creek – December 16th (Jannalee) - Christmas Arts and Crafts at City Tree lighting – Nov/Dec - Other (Fundraiser – Sing-a-longs, Talent Competitions, Movie in the Park, etc.) 	Dec arts and crafts – add food trucks and music groups to come perform. Focus on getting younger millennials to attend. Food trucks, Santa, bands, social atmosphere.
Kim Felicia	Art Display at City	Felicia – report on communication with art teachers and any other interested parties?	Felicia is working for June, July, Aug.
Kim	Members	We need to all try to recruit more council members!!	
All	Round Table		

Next Meeting – July 5th 6:00 pm

Parking Lot Items		
Website Improvements Excellence in the Community Using Drop Box – Training Council Marketing Kit – See May notes	Art Festival – group Art, photography, music together Fund Raising Event Creating an Art Guild Arts Council Wearables	